

M-Commerce, Potency and Vulnerability – Indian Scenario A Review

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Abstract

The resolution behind this review paper is to recognize the factors that are influencing the acceptance and embracing of M-Commerce. In India the growth of E-Commerce has been notable and significant. With the intention of achieving enhanced and swift transactions in the market, larger numbers of consumers are moving towards M-Commerce. By nature M-Commerce is complex and hence changing of procedure and techniques in the market is an inherent part of M-Commerce. M-Commerce is at an advanced rate of emergence in India. The rate of growth and penetration of mobile networking in India is astonishing with superior mobile technology and extensive networking emerging on a regular basis. Today, mobile phones are used, not only for sending messages or for making phone conversations, but they are also being used for various other functions like internet browsing, chatting and various activities in the virtual space.

Key words: M commerce, virtual space, potency, Smart Phone

INTRODUCTION

E-Commerce in general is considered with the reference to transactions executed through the use of internet. E-Commerce is the holistic domain with relation to conducting business through the use of internet and E-Retailing or E-tailing is a part of this holistic domain. This, especially in reference to, commercial transactions involving organizations and individuals which are enabled digitally or through the internet making use of state-of-the-art web technologies as per the guidelines of the organization. Various other activities like B2B trading as well as myriad business and internal processes that organizations use for supporting their purchase, sales, acquisition, planning and so on, are inclusive in the domain of E-Commerce. The swift development of mobile telephony has afforded a basis for M-

Commerce explicitly E-Commerce are actions done through a mobile device, namely a mobile/cell phone. Transactions done through a mobile device or Wi-Fi network is also referred to as transactions in M-Commerce.

Objectives: Salient objectives of this review paper are:

- To ascertain the Pros/advantages of M-Commerce in the Indian scenario.
- To understand the barriers faced by the M-Commerce industry in the Indian scenario.
- To ascertain the range of M-Commerce in India and the 'means' of growth and expansion.
- To understand how the 'ease of life' is enabled by E-Commerce.

Literature Review

The scope considered for the literature review concentrates on the connotation, the scope, the pros and the cons of M-Commerce in the India scenario. K.S.Sanjay (2007) states that mobile networks, with reference to the flexibility and effectiveness it provides are comparatively less cost intensive than the landline phone. M-Commerce is also a surrogate of E-Commerce, but the differentiator is that M-Commerce utilizes wireless networking and hence provides a flexible and suitable experience.

The contention of Sujata P. Deshmukh, Prashant Deshmukh and G.T. Thampi is that M-Commerce is a subcategory of E-Commerce and is inclusive of E-Commerce transactions that are done making use of a mobile device. In the current scenario transactions done on the internet have come to be an indispensable part of our routine life, India is a nation of various languages and only 2 percent of the vast population has the preference to read in English. Content in the local language will ensure faster acceptance by the user so as to enable it to become a prompt success.

As per Manjoor Amir, adoption of E-Commerce has various advantages. Usage of E-Commerce enables executing transactions from the comfort of your home. It also provides quality, security and reliability of products that have universal acceptance, which facilitates major share increase by a specific website.

SCOPE

The focus of the area of research is primarily on benefits of M-Commerce and the difficulties it faces in the Indian scenario. The emphasis of the research is basically on what are the hurdles that are confronting the M-Commerce industry in India and the manner in which and the efforts required to deal with those hurdles. The review paper also stresses on understanding the position of M-Commerce in India.

SIGNIFICANCE

The significance of the review paper can be stated in two parts; the first being with relation to the M-commerce industry – it aids in the intense comprehension of what problems are faced during the start-up of an M-Commerce business in India and the second being with relation to the government so as to evaluate the factors accountable for the growth of M-Commerce business in India and how these factors can be nurtured by establishing a regulatory framework for the growth of the M-Commerce industry which will lead to the growth of the nation.

Potency of M-Commerce – Indian Scenario

It is a known fact that the M-Commerce market has grown by leaps and bounds. There is a steady increase in the numbers of regular users of the Smart phone. M-Commerce enables the easy working and smooth functioning of activities in our day-to-day life. Stated potent factors of M-Commerce are:

Ease of Use: In the current scenario, the manner in which websites are designed is very user friendly. The predict search options provided by the websites enable the very quick and easy search of a specific product, to the consumer. The specialized classification of the variety of products assists the consumers to be exclusive in their choice of the products.

Ease in Handling/carrying mobile devices: Mobile devices are very easy to carry and can be constantly kept by the consumer within accessible reach. This helps the consumer in avoiding the activity of physically going to a showroom or shop for making use of a phone. The mobile device also makes it possible for the user to avoid the usage of desktop computers or the effort of carrying and using laptops.

Efficient use of Low Internet connectivity: Efficient use of M-Commerce can be done even in areas where the connectivity of Internet is low and the upload or the hit on a website takes a long time. Mobile devices make use of lesser internet data and this is very economical for the consumer, especially when compared to the use of internet by means of computer devices.

Transaction Security: In M-Commerce there is also an assertion of transaction security, wherein the conformation code of the transaction is sent to the email and mobile phone. It is only after entering this code that the transaction will be processed. This enables the reduction in the chances of wrong transactions and eliminates unsecure transactions. This increases the trustworthiness of the website which in turn increases the number of customers.

Condition of M-Commerce in India

Mobile devices have infiltrated and have now become an inseparable part and parcel of our routine and regular life. The internet is being used for various purposes like email, search of academic information, search of financial information, search for music and videos, chatting on the internet, searching for jobs online, online gaming, getting services like ticket booking and hotel reservation, updating oneself by accessing the news online, internet telephony, video chatting, voice chatting and of course online banking. E-Commerce today is active in every aspect or part of human life; from information search to entertainment and from job searches to matrimonial activities. E-Commerce touches every aspect of our life. The significant driver of the market of mobile services is the size and the rate of growth of the mobile market. People of the so called 'Third World' will be able to communicate anywhere with ease and would be able to conduct business without any restrictions of geographical limits. The service of 'Payment Gateways' which are organizations that provide an interface between the point of sale system of the merchant and the payment system, may also encompass payment being made directly by the buyers bank to the bank of the seller, or payments through credit card company, all of which are enabled by the provider of the payment gateway. Booking of tickets can be done by the mobile which gives people the flexibility of purchasing tickets while they are on the move. Retailers would be able to send coupons and loyalty cards, which can be redeemed at the sales counters. Newsletters, reports of the stock market, schedule, results of sporting events and live traffic updates can be delivered by using the mobile platform. Instead of paper documents reminders and alerts can be sent to consumers. Opportunities like these and what will be the look of mobile commerce in the future is dependent on the establishment of an infrastructure that is open and neutral, which can be relied upon by businesses as well as consumers, so as to facilitate the quick and smooth embracing of the technology.

Vulnerability of M-Commerce – Indian Scenario

There are two facets to a book, every coin has a flip side and similarly M-Commerce also faces certain barriers to growth in the Indian scenario. Vulnerability of the M-Commerce market in India could be listed as:

Poor Connectivity: The fact of the matter is that in India even today the internet connectivity and its efficiency is still in the nascent stage. Metaphorically it can be said that internet connectivity is still in the photographic dark room and proper development still has to take place. Currently there are quite a few locations in India where broadband connections

are not accessible. In various states 3G networks are not available.

Hurdle of Language: In India, the English language is something that not many are comfortable with, or they do not have proper capabilities for usage of English language and many are not even aware of the language. Hence for executing transactions on the internet through mobile devices the English language barrier becomes a key issue in the purchasing, hiring and selling of certain products or services.

Reduced Graphic Resolutions: When compared to a desktop computer or a laptop, the level of graphics in mobile devices is reduced. This is one of the serious concerns that reduce the customer interest towards purchasing a particular product. Alternatively it can be said that the absence of effective display on mobile devices is a major drawback as compared to desktop computers and laptops.

Awareness Deficiency: Even today in India, there are quite a few people who are not aware about the expression M-Commerce. Literacy rate in India grew by 74%; then again the average world literacy rate in 2015 was 86.3%. The general public in India is apprehensive about purchasing online over and above which purchasing products through M-Commerce makes them uncomfortable.

Limited Number of Mobile Phone users:

The overall numbers of users of mobile phones in India is 980.81 million, which is more than 90% of the population of India, but the percentage of the world in terms of mobile users is 97% as of 2015. This tells us that the number of users of mobile phones is less in India when compared to the world number. In India, availability of mobile network

throughout the region is not there and people in the rural and remote areas still face the problem of low connectivity.

FINDINGS

In the current scenario there is a huge amount of activities that has to be completed in the field of M- Commerce. Our attention should be on the fact that M-Commerce industry is still in the nascent stage in India. The total population is still not able to access internet connectivity and mobile networking. None the- less this industry is witnessing an amazing rate of growth. Favorable drivers of growth like progressive youth perception, relative financial area growth and smart phone numbers, establishment of the trusteeship model have led to the amazing growth of the M-Commerce market in India. But this is only a small step when we compare India to other developing nations like China.

SUGGESTIONS

The government of India should take the essential action to augment the factors of growth. The action could be in the direction of creation of proper infrastructure, providing internet connectivity, creating awareness, working towards increment of literacy levels and awareness of the English language and sensitizing people towards M-Commerce. Liberalization of the regulatory framework is also necessary for nurturing the M-Commerce industry.

CONCLUSION

In India, the M-Commerce industry is not new. Hence there are various challenges that are being faced by the industry. Today our lifestyle is more complete, occupied and mobile. People today give great importance to convenience and they want to perform various activities. Comfort with E-Commerce is already there and they have the willingness to execute transactions over the mobile so as to simplify life and optimize time. The technology of M-Commerce makes avenues for fresh business opportunity to businesses and individuals accessible, whilst the hurdles to its progress wane. Applications and wireless devices pledge to progress mutually, each initiating the development of advanced and prevailing elements in the other. The prospects are not restricted to payments of mobile bills and it includes every form of transactions inclusive of payments to merchant, payments of utility bills, money transfer and every other transaction setting that the consumer confronts today. The M- Commerce industry requires growth in coordinated value added content, amalgamated business models that mix with emerging technologies, which can produce vital mobile features and function as growing market demand drivers.

LIMITATIONS: While findings were being interpreted, particular limitations were identified. Firstly, the focus of the studies was only on M-Commerce. Other types of E-Commerce were disregarded. Secondly, the market in India is massive; query persists over the capability of medium and small scale E-commerce enterprises to grow.

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